All in hand: Mobile technology and museums

28 November 2013
British Museum, London

Sponsored by:

0945 – 1045	**Registration and coffee**
1045 – 1100	**Welcome from the chair** Rebecca Atkinson, online publications editor, Museums Association
1100 – 1130	**Lessons from Pompeii** Matthew Cock, head of web at the British Museum, shares lessons from the development of its Pompeii app, and discusses how this fits within the wider context of mobile at the museum
1130 – 1200	**The download conundrum** Kevin Bacon, digital development officer at Royal Pavilion and Museums, Brighton & Hove, makes the case for tying apps into museums' core activity – and explains how its new app opens new avenues for partnership working
1200 - 1230	**After the Gold Rush: what do visitors really want from mobile?** Using research from a range of museums, Alyson Webb, director at Frankly, Green + Webb, shares her tips on where opportunities around mobile might lie
1230 - 1300	**Q&A morning speakers**
1300 - 1415	**Lunch will be served in the foyer. Time to visit the marketplace including Acoustiguide; Antenna International; Surface Impression Ltd; Guide ID**
1415 – 1445	**The next Angry Birds?** Digital exhibit designer Joe Cutting offers practical advice on how museums can overcome the challenges of developing mobile games
1445 - 1515	**Achieving innovation and organisational goals** Tessa Quinn, head of digital media at National Galleries of Scotland, explains how the NESTA-funded Art Hunter app is designed to encourage existing audiences to visit other galleries.
1515 – 1545	**Back to reality** Helen Treharne, from the University of Surrey, Matthew Casey, from Pervasive Intelligence and Marilyn Scott, director of the Lightbox, discuss how augmented reality can transform the visitor experience.
1545 - 1615	**Q&A afternoon speakers**